



DECLARATION

The undersigned, Justina Mazza, pursuant to 37 C.F.R. § 1.132, being warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under § 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or document or any registration resulting therefrom, declares that:

1. I am an employee of Vanity Fair, Corp;
2. Vanity Fair, Corp. is an independent third party from Amanda Mitchell, inventor of patent application, Serial No. 10/658,373, and Vanity Fair Corp. conducted market research pertaining to the above patent application;
3. I have reviewed the market research and reports pertaining to the present invention and have prepared the submitted report summaries; and
4. All statements made herein of Declarant's own knowledge are true and that all statements made on information and belief are believed to be true.

Signed, sealed and delivered this 7th day of June, 2005.

By: *Justina Mazza*
Justina Mazza
Vanity Fair, Corp.

To: Tim Regan
From: Justina Mazza



Date: 5/05/04
cc: Paul Heron

Subject: Tuck Tab R&D Project Evaluation

After having worked on the subject project for several weeks I advise that VF Intimates give serious thought to this project relative to proceeding with rapid implementation as it's peak from a business perspective is very seasonal. That's not to say the business would not be there all year long. We all know, see and are very aware that women share a universal need to keep bra straps hidden under their clothing whether it is on a simple day to day basis, or perhaps on vacation or a special event. To date, there is no effective resolution that exists to solve this problem. The "Tuck Tab" is extraordinarily different and has a unique market appeal that will benefit consumers wanting greater comfort, reliability, mobility and support in a brassiere product. It offers a modern feel and a novel design attracting high demand and a loyal following. Rest assured, if VF Intimates does not jump at this concept the competition will.

With the right marketing strategy, which is extremely important, this design would enhance our current product line and grow our business. Providing we have the right product fit and quality. It would be delivering a long time coming solution to the consumer and VF Intimates would be in the limelight. However, I cannot emphasize the importance of the marketing strategy behind it, the consumer instructions must be kept simple but clearly. This would be offered very similar to that of a Band-Aid or a cosmetic facial item. A one time use. Disposable. It would have to be decided upon to be offered as possibly a 3 pack or 6 pack whichever management would decide.

- A. Over the last several weeks after many phone calls and e-mails, we have made several revisions (improvements) to the initial tabs. The shape can be referred to that of a bow or a butterfly. Initially there would be two (2) sizes. One is approximately 5/16" and the second would be 7/8". The tab in the center has a deaden area where there is no adhesive. This is where the strap would be positioned offering the strap to be mobile. The final design of the peel back liner will have an extension approximately 1/8" lip for ease in peeling off the liner which covers the adhesive.
- B. Rotary dies would have to be made which cost approximately \$1,000 per die. Relatively a small investment for a compelling wise business opportunity.
- C. In evaluating to understand that the appropriate tests have been performed for this project. The pressure sensitive adhesive has been tested via the cytotoxicity method and found to be nontoxic.
- D. I have copies of the MSDS sheets as well as the fabric specifications.
- E. My one concern is that I have not seen the confidentiality agreement that Ellen signed. In speaking with Amanda it was an agreement she had sent in and not our standard confidentiality agreement prepared by our legal corporate counsel.

- F. The samples to conduct our internal wear test were made in a sample environment and trimmed by hand using an exacto-knife so keep in mind there was some minimal residue remaining on the tabs which will not be the case in the production goods. Following are some of the internal comments which concur with the tests performed externally:**

It really works. The straps did not slide out but yet they moved up and down. I like it so much and feel like there is still some of the sticky stuff left that I am going to try to use them again.

I like the shape. Once I had them on they were entirely comfortable. As you said, adjusted properly the bra straps slip through the middle of the tab as you move. Are you thinking of colors at all? I thought pink or skintone would be nice. Thanks for choosing me. I enjoyed this unique wear test.

The tuck tab worked great. Better than I expected. I did not even feel it was there. The tab kept the bra straps in place through out the day. On one of tabs, I did make a little boo boo when I peeled off the side tab; the adhesive adhered at the end of the edge corner. I pulled off the stucked edging and tried to straighten it out before adhering to the clothing garment that I was wearing. This tuck tab is definitely better than adding safety pins to prevent the bra straps from sliding shifting from the shoulders.

I think it is great! I would buy some. Will the tuck tab come in different colors? Example: Basic colors (white, black, nude) and maybe some fun fashion colors?

I completed the wear test on Sunday. I used it with a white cotton T-shirt. I didn't have any troubles with the strap. I will admit though that I would probably only purchase this item for special occasion dresses.

- G. With all of the time spent on this project, this should be a joint provisional patent.**
- H. A decision needs to be made quickly if we would want to proceed to make delivery for either the end of June of '04 or perhaps for the week of July 4th and a timeline needs to be established which I can coordinate. Some of the events would naturally occur parallel, thereby making this possible.**

In summary this concept is: Cost effective

Wear test validated

Long time coming solution to the consumer

VF Intimates would be the first

Compelling business opportunity

Natural, value-added line extension for VF Intimates

Potential for high margins

I will not devote anymore time on this project until you advise me as to how management decides as to the direction we want to proceed. However, in that I have been having daily communication (on many days several times) with Amanda and the manufacturers, please advise as soon as possible, for it would not be fair in not knowing how to respond on the status should I hear from any one of them. I look forward to hearing from you.



To: Paul Heron

Date: 7/21/04

From: Justina Mazza

Subject: Tuck Tabs 2nd Wear Test Results

I would like to preface this summary by stating that the Tuck Tab 50 Women Wear Test indicates a Big Winner for VF. The results reiterate the success of the first test (see attached) with highlights as follows:

- **86% of the respondents stated that they had a problem with bra straps showing or slipping.**
- **98% of these women said Tuck Tabs helped solve the problem. (The remaining respondent used her Tuck Tab to "keep a wide neck sweater from slipping off my shoulder" – a before unthought of use for the product.)**
- **86% of all respondents who have a problem with bra straps showing or slipping said that they would buy Tuck Tabs in the future. 7% answered maybe and 7% answered no. One of the three women who answered no explained, "bra straps showing aren't a major concern." This contrasts with the vast majority of women who care about this problem.**
- **82% of all respondents – including those stating that they had no problem with showing or slipping of straps –said that they would purchase Tuck Tabs in the future.**
- **Interestingly, 57% of the respondents with no problem with slipping or showing of straps still said that they would purchase Tuck Tabs.**
- **Almost 2/3 of the respondents reported that the Tuck Tabs held as long as needed without coming undone. The average length of wear was 10 hours with several in the 12/13 hour range. One woman successfully wore her Tuck Tabs for 16 hours.**
- **The wear test indicated that there is still work to be done in educating some women on how to apply. Though 78% of the women were happy with their technique in applying, we need to expound on written and visual instructions for the other group. Perhaps we can offer a few different application techniques to appeal to various needs.**
- **Due to the Tabs strong holding qualities noted by most wear test users, it can be concluded that a tab not holding all day goes hand in hand with not applying the tab correctly. Marketing/Education and practice will help alleviate this issue.**

- Part of the written instructions needs to state that the use of Tuck Tabs are not for brassieres with "shape straps" along with a miniature visual sketch for the consumer.
- Of the women who indicated some release of the tab during wear (and also indicated a problem with showing or slipping of straps), All But One (94%) said they would Buy Tuck Tabs in the future.
- Of the women with a problem of showing or slipping of straps and a desire for an alternative application technique or more practice, 100% said that they would purchase Tuck Tabs. This indicates strong consumer confidence in the desirability and usability of the product.
- Tuck Tabs used to conduct the second test were manufactured with production dies and not made and cut in a sample environment. No tuck tabs ripped in the second test when produced on machine.
- It is clear that women desire this to be a mass marketed product, with wide distribution so it can be located easily in their day to day shopping as well in their travels. When asked where they would like to purchase this product, almost all women checked several outlets as follows:

Target: 36 women

Victoria's Secret: 25 women

Dept. Stores: 24 women

Kmart: 23 women

Wal-Mart: 38 women

Other suggestions included: Kohls, Chain Stores, TJ Maxx, Marshalls, Drug Stores, Grocery Stores, CVS, Walgreens, On-Line

- Women were asked their opinion of a fair price for packs of 10 pairs and packs of 5 pairs. Opinions ranged from \$20 - \$2 for a pack of 10 pairs and \$10 - \$1 for a pack of 5 pairs. The average recommended price for a pack of 10 pairs was approximately \$6. The average recommended price for a pack of 5 pairs was \$3.75.

Summary: Tuck Tabs offer VF Intimates a huge opportunity. High demand and intent to purchase numbers indicate that Tuck Tabs are a long awaited solution to an almost universal problem. Low manufacturing costs allow us to meet the needs of consumers as well as provides us with the potential for significant margins and income. As mentioned in the previous Tuck Tab R&D Project Evaluation Report dated 5/05, if VF Intimates doesn't take this opportunity, our competition most certainly will.

Addendum:

Some wear test users even added their own comments:

"I think this is a great product and would be perfect for people with round shoulders because it would prevent slipping." Bra Size 34A, wore for 8 hours.

"It takes practice without having the instructions on hand. However, if I purchase these in a store, the instructions would be included and I would be OK." Bra Size 34B, wore for 6 hours.

"As a matter of fact, they did so well I forgot about them until undressed." Bra Size 34C, no time period stated.

"I was very surprised by the comfort factor. I could not feel them at all throughout the day." Bra Size 36DD, wore for 13 hours.

"They stuck very well – had to pull off with some effort (like a Band-Aid)" Bra Size 36C, wore for 16 hours.

Addendum:

Opinion – What do you think we should call these?

- Strap Stay
- Strap-eze
- Hug Tights
- Strap Locks
- The Strap Solution
- Butterfly Strap Locks
- Strap Stabilizer
- Guardian Angel Tabs
- Strap Gripper
- Hide-Away Strap Tabs
- StrapEase
- NoSlip
- SlipSto[
- StrapStay
- StrapStopper
- Bra Stickers
- Bra Strap Stablizers
- The Strap Hugger
- Straptease
- Strap Flaps
- I like 'Tuck Tabs'
- Tuck 'N' Hide
- Hide A Strap
- Strap Anchors
- Hold-Ups
- Slip-Nots
- Strap Hiders
- Strap Stays
- Bra Bows
- Bra Butterflies
- Strap Elimimizer
- Strap-Aid (Leveraging consumer's understanding of the Band-Aid concept)
- Stayput
- Strap-Aid
- Secure Secret
- Hide A Strap